Why do Republicans hate McCain so much?

I have long been puzzled by the conservative Republican attitude toward John McCain. And let's be honest, the largest source of distrust comes from conservative Christians. There is this perception that McCain is not really a Republican, but a RINO (Republican in name only). I just don't see it, however.

McCain is probably one of the most fiscally conservative Senators in the whole Senate. He consistently rails against run away spending, and gets on both parties for pork barrel projects. If there is anyone in government today who I trust to be responsible with the taxpayers' money, it is John McCain.

Moreover, McCain is a social conservative, at least mostly. He has a 100% pro-life voting record (really, he does). And a candidate's position on abortion is my litmus test as it is for most conservative Christians.